

Planning Sustainable Places Call for Planning and Demonstration Projects

Summary of 69PV Corridor Plan

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Clay County

APPLICANT INFORMATION

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- | | |
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| 1. Project Type: | Sustainable Places Plan |
| 2. Contact Name: | Matthew (Matt) M. Tapp, AICP, MBA |
| Contact Title: | Director - Planning & Zoning Department |
| Partnering Local Government:
(if not the primary project sponsor) | Village of Claycomo, Missouri and City of Pleasant Valley, Missouri |
| Organization Name: | Clay County, Missouri |
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PROJECT INFORMATION

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| 3. Project Name: | 69PV Corridor Plan |
| 4. Project Location: | US 69 Highway / Pleasant Valley Road corridor approximately 2.65 miles in length with 500 feet in width along either side of the corridor through the Village of Claycomo and City of Pleasant Valley. |



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| 5. Project Budget: | |
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Total \$100,000.00

Federal \$75,000.00

Local \$25,000.00

Source of Local Match Local Cash Match - \$10,000 from the Village of Claycomo, \$10,000 from the City of Pleasant Valley, \$2,500 from Northland Neighborhoods, Inc.(NNI), and \$2,500 from Clay County.

Is the project scalable, e.g., will the project sponsor accept partial funding of the requested amount?

Yes, the 69PV Plan is very scalable as the project currently is proposed to cover approximately 2.65 miles in length with 500 feet in width along either side of the corridor, but that area could be scaled down to the principle nodes (activity centers) or intersections of the corridor if necessary.

Please note: Projects that do not provide at least 20% cash match are not eligible for this program.

6. Project Summary:
(description of proposed project)

The 69PV Corridor Plan (also "69PV Plan", or the "Plan") will be a comprehensive planning effort aimed at exploring the most sustainable approach to (re)development throughout the proposed study area. The plan will encourage new infill/(re)development along a principle transportation corridor that will create a vibrant, livable, and walkable community with diversified options for housing, employment, access to natural and historic resources, transit, mobility and connectivity between the major nodes and beyond. Additionally, the plan's focus on providing transportation choices will improve accessibility and mobility for people while improving the safety and efficiency of the existing transportation infrastructure. The 69PV Plan study area follows the US 69 Highway / Pleasant Valley Road corridor and covers approximately 2.65 miles in length with 500 feet in width along either side of the corridor. The Plan's study area across the majority of the corridor includes a number of disjointed, mostly incompatible commercial businesses along with a sprinkling of a few residential properties, with mostly wide open access to the roadway. The 69PV Plan corridor serves as a regional transportation passageway to both I-35 and I-435 for The Ford Claycomo assembly plant and associated local businesses, along with nearby residents and visitors.

7. Is the project consistent with the relevant adopted local comprehensive plan(s)?

The 69PV Plan will be consistent with the City of Pleasant Valley comprehensive plan completed in 2006 by Ochsner Hare & Hare

Please explain:

(OHH). Unfortunately the Village of Claycomo has never had a comprehensive plan in the history of their incorporation, and that is precisely why the 69PV Plan is so important to their community as they have never had a guiding long-range planning document directing the review of proposed new (re)development.

8. If submitting an Implementation Activity application, are the following core elements included in plans previously developed for the area or activity center in question?

If so, please describe the relevant plans and how core plan elements are included in those plans:

- A) Localized public engagement process
- B) Integrated land use, transportation and environmental strategies

PROJECT INTENT

The principles included in questions #9 – 13 listed below are representative of the principles outlined for both the Creating Sustainable Places initiative and in *Transportation Outlook 2040*.

9. Describe how the project promotes travel choices (i.e. bicycling, walking, transit use, transportation demand strategies, etc.).

EXPLANATION: A project that promotes travel choices is one that includes a multi-modal transportation system, with provisions for bicycling, walking, transit use and other modes of travel. Transportation demand strategies, such as flex-time work schedules, telecommuting and ridesharing would also be considered as part of a suite of travel choices.

The 69PV Plan will employ a full transportation section covering the study area that will include a wide range of transportation modes such as bicycling, walking, and a particular focus on public transit as I-35 is one of the major commuter corridors within the MARC Smart Moves Regional Transit Vision. Serious consideration will be given to a multitude of transportation concepts, including designated bike lanes, traffic calming devices, and other efforts to maximize different modes of transportation for the study area. See transportation question (#14) below for more detailed information.

10. Describe how the project promotes sustainable land use patterns (i.e. mix of uses, transit-oriented, walkable, etc.).

EXPLANATION: A project that promotes sustainable land use patterns is one that includes compact, dense, mixed use, transit-friendly, walkable, and bikable neighborhoods and communities.

Promoting and fostering a connected, transit-oriented, mixed-use from of future (re)development throughout the study area will be one of the principle components

to the 69PV Plan. Serious focus will be given to the form and function of new mixed use (re)development for the project by means of a robust public engagement process detailed below under question #11. Future landuse and various development opportunities will be explored with substantial input from the public throughout the planning process. Identified development opportunities will be those potential redevelopment and new development projects, improvements and initiatives that can be achieved within the study area. Based on ascertained strengths, weaknesses and generators, the 69PV Plan opportunities will be shaped by several local demographic and market factors. Zoning recommendations will also be established as part of the planning process intended to remove barriers and further promote transit-oriented, mixed use (re)development projects throughout the study area.

11. Describe how the project includes a robust citizen engagement component.

EXPLANATION: A project that includes a robust citizen engagement component ensures citizen and stakeholder feedback is gathered prior to and throughout the planning process and that the feedback is incorporated into the project.

Public participation and engagement will be at the very core of the 69PV Plan. The public will be involved every step of the way using multiple communication mediums. For a successful planning study it is imperative to hear all of the voices and integrate them in the planning process. The key components of the public participation process for the 69PV Plan will be the project team, a stakeholder committee, and the community-at-large. PROJECT TEAM A project team will be created to monitor the logistics of the study and schedule. The team will consist of

representatives from all the participating entities (Clay County, Village of Claycomo, City of Pleasant Valley, and NNI), MARC, and the consultant team. The goal of the 69PV Plan will be to have the Project Team meet once a month to review documents, study findings, set meetings and schedules, and discuss the various elements of the planning process. **STAKEHOLDER COMMITTEE** This group is envisioned to consist of a larger group of various community stakeholders who have an interest in the 69PV Plan and knowledge of the proposed study area and its key issues. The Stakeholder Committee will serve an advisory role to the Project Team during the planning process. The purpose of the Committee is to provide feedback on key issues, assist in encouraging public participation, and ensure the authoring of a cohesive vision for the study area. This team will consist of community leaders, business/land owners, and other governmental agencies. **COMMUNITY-AT-LARGE** This is an extended group of all folks in the community that will be influenced by the 69PV Plan. As part of the planning process, the Project Team will conduct a community visioning process in tandem with data gathering and analysis. The Project Team will use various forums to engage the community in order to better understand the issues and concerns of the community along with their needs and aspirations to establish the vision for the community. A Public Involvement Plan will be prepared by the Project Team at the beginning of the project to outline the public outreach activities during the development of the Plan. Stakeholder interviews, public open houses, community visioning, design workshops, and various media communication tools will all be utilized as public participation mechanisms throughout the study.

12. Describe how the project incorporates environmental stewardship.

EXPLANATION: A project that includes a robust citizen engagement component ensures citizen and stakeholder feedback is gathered prior to and throughout the planning process and that the feedback is incorporated into the project.

Stormwater management and flooding are both major issues facing the study area of the 69PV Plan. The Shoal Creek traverses nearby or through much of the study area, as does Mill Creek at the west end. Large sections of FEMA floodplain exists within a fair amount of the study area and FEMA is currently going through a map modernization effort for the study area in conjunction with Clay County, so the establishment of a green space, parks, and trails plan is paramount. A map of existing green spaces, parks, and trails will be developed in and around the 69PV Plan. Potential sites for green spaces, parks, trails, and recreational activities will also be studied during the planning process, as the study area has a number of planned trail routes from the MARC MetroGreen initiative. It is a goal of the Plan to formalize a proposed green space and trail network that will have the potential to connect activity centers throughout the study area and beyond. This will provide community residents with alternate transportation choices, offer better pedestrian connections across jurisdictions, and also strengthen the recreational and tourism potential for the study area. In conjunction with identifying potential sites for green space, parks, trails, and recreational activities, a comprehensive look at various stormwater management solutions will be explored that will focus on the use of native landscaping and other green stormwater infrastructure techniques.

13. Describe how the project supports investment in areas with existing infrastructure.

EXPLANATION: A project that supports investment in areas with existing infrastructure is one that does not require new infrastructure and is located in an established area as part of a redevelopment or infill plan.

As mentioned under previous questions, the vast majority of the 69PV Plan study area of US 69 Highway and Pleasant Valley Road contains existing development. Therefore existing infrastructure exists throughout much of the corridor, so most new development projects will fall into the category of infill/redevelopment. It is estimated that at least 90% of the study area currently has the full array of utilities available, including sewer, storm sewer, water, cable, internet, and transportation.

14. Describe how this project and outcomes relate to transportation issues.

EXPLANATION: As a portion of PSP funding uses transportation dollars, work

...the project must have a transportation purpose. The project sponsor should describe how the project and anticipated outcomes relate to transportation issues, including, but not limited to, transit, cycling, walking, etc.

The primary goal of the transportation section of the 69PV Plan will be to identify an array of projects that can be implemented to enhance current land uses or to assist in redevelopment efforts. The purpose of this planning effort is to evaluate multi-modal transportation improvements that improve the safety and operation of approximately 2.65 miles of US 69 Highway and Pleasant Valley Road and its cross streets. Considerations will include intersection crossing improvements, pedestrian connectivity, and bicycle routes. Establishing a healthy public engagement plan during the development of the 69PV Plan will be absolutely critical to the success of the transportation section. In relationship to the primary goal detailed above, the 69PV Plan will also include recommendations for transportation improvements throughout the study area. Current access management for most of the study area represents an inefficient, ineffective, and outdated design that causes a serious threat for both drivers and pedestrians. Proven alternatives for driveway placement along the corridor will be explored in an effort to improve traffic flow and safety. In addition, the roadway's medians and median openings, interchanges, intersections, turn lanes, and traffic signals will all be evaluated. Recommendations for new streetscapes and median treatments will also be included so as to further improve transportation safety for all users, particularly related to connectivity and pedestrian safety. The Plan will contain an Action Plan identifying 5-year and long-term implementation strategies and the respective roles for the various governmental entities involved. Estimated cost, prospective funding source, and timeframe will be specified for each transportation project. As conditions in the study area change over time, it will be important to establish government entity's roles and responsibilities, identify funding sources, create a phasing plan to implement recommendations, provide information to property owners, and establish all necessary milestones. An implementation schedule will be developed to help ensure that improvements are carried out systematically. Full implementation of recommended improvements may take several years and will depend on the availability of local, state, private, or federal funding, as well as on the support and action of different levels of government.

PROJECT LOCATION

15. Does the project serve an activity center on MARC's list of activity centers (link)?
If yes, please describe. **Yes. Three (3) major activity centers will be served by the 69PV Plan, including: (1) a long swath of US 69 Highway in the Village of Claycomo, (2) the Ford Claycomo assembly plant, and (3) a large area along Pleasant Valley Road near I-35. In addition, the entire study area except for a small area south of US 69 Highway along I-435 falls within the designated MARC Redevelopment Area.**

16. Does the project serve a future transit corridor (link)?
If yes, please describe.

EXPLANATION: Projects outside the MARC MPO boundary are not eligible for this program. MARC staff will determine if the project is located within the MARC MPO boundary and redevelopment area (links). Based on the maps provided, please identify if your project serves an activity center on MARC's list of activity centers and if the project serves a future transit corridor. If the answer is yes to either, provide a description of how it does so.

Yes. I-35 is a designated as a major commuter corridor within the MARC Smart Moves Regional Transit Vision. As detailed above, the 69PV Plan will place a heavy emphasis on further promoting transit-oriented, mixed use infill/(re)development projects for the study area.

PARTNERSHIP

17. Describe the partnerships formed to develop the project and the manner in which these partnerships will benefit the project.

EXPLANATION: Supporters and partners can take the form of local governments, not-for-profit agencies, community foundations, neighborhood organizations, economic development agencies, or other local stakeholders. Projects with partners who contribute time or financial resources will receive additional consideration. Identify which organizations are supporters and which are partners (those contributing time or financial resources). Please submit a letter of support from each entity with which you are partnering. If a not-for-profit organization, economic development organization or community-based organization is the primary project sponsor, a letter of support from the relevant local government(s) is required.

The 69PV Plan is a collaborative effort between Clay County, the Village of Claycomo, City of Pleasant Valley, and Northland Neighborhoods Inc. (NNI). As indicated above, Clay County has committed \$2,500, Village of Claycomo \$10,000, City of Pleasant Valley \$10,000, and NNI \$2,500, for a total local cash match of \$25,000 of an estimated total project cost of \$100,000. Clay County will provide project direction from a staffing standpoint as the project sponsor, and both the Village of Claycomo and City of Pleasant Valley will provide local knowledge and experience with the 69PV Plan study area. NNI will provide expertise and input on affordable housing, socio-economic characteristics, and other related issues to the Plan.

IMPLEMENTATION

18. Describe local activities that show commitment and ability to implement the proposed project and support the stated project summary.

EXPLANATION: Examples of local activities include record of complementary projects (e.g. higher density, mixed-use developments), previous projects that relate to the project area, project goals that are consistent with the local comprehensive plan, supporting local development regulations to allow innovative development, a letter from the appropriate governing body stating the intent of the local government to implement/adopt the proposed project, and/or a letter of commitment from a private developer or property owner within the project area.

In regards to stated commitments from the participating local governments, see attached letters from the Village of Claycomo and the City of Pleasant Valley [see Supplemental Information, #2 and #3 below]. As for the project itself, the 69PV Plan will include an implementation section as part of the planning process. The implementation strategy will provide direction for how to make the planning recommendations a reality. An action plan with specific projects and programs will be laid out to implement the vision and goals of the Plan. While the implementation of the plan may take a longer term of 15-20 years, a schedule of projects and programs will be laid out focusing on the first five (5) years and priorities. While the projects within the private sector may rely on market conditions, developer interest and funding, projects will be identified for the public sector that can provide catalysts for new infill/(re)development. The implementation strategies for the 69PV Plan will align with the major sections of the Plan, including organizational, land use/zoning, urban design, economic, sustainability, and transportation. These strategies will focus on creating a vibrant, livable, and walkable corridor with diversified options for housing, employment, access to natural and historic resources, transit, mobility and connectivity between the major nodes and throughout the corridor.

Supporting Documents

- Project map: [MARC_PSP-69PV_Plan-Study_Area_Map-11x17.pdf](#)
- Commitment letter: [MARC-PSP-Letter_of_Support-COMBINED.pdf](#)
- Partner support letter: [MARC-PSP-Letter_of_Support-COMBINED.pdf](#)
- Coordination documentation: [No file has been uploaded.](#)
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